



City of NORFOLK

C: Dir., Department of Planning and Community Development

To the Honorable Council
City of Norfolk, Virginia

March 25, 2014

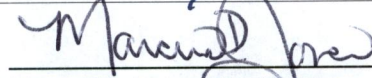
From: George M. Homewood, AICP CFM, Planning Director

Subject: **Text Amendment to modify zoning regulations pertaining to signs in institutional (IN-1 and IN-2) zoning districts**

Reviewed: Ronald H. Williams, Jr., Assistant City Manager

Ward/Superward: Citywide

Approved:


Marcus D. Jones, City Manager

Item Number:

PH-6

- I. **Staff Recommendation:** Approval.
- II. **Commission Action:** By a vote of **7 to 0**, the Planning Commission recommends **Approval**.
- III. **Request:** Text amendment to modify the *Zoning Ordinance* to allow larger signs in the IN-1 and IN-2 institutional zoning districts.
- IV. **Applicant:** City Planning Commission
- V. **Description**
 - The request would amend Chapter 16, Signs, of the *Zoning Ordinance* to allow for larger signs in the institutional zoning districts due to the districts larger lot size requirements.

Type of sign	Existing IN-1 sign regulation	Proposed IN-1 sign regulation
Name identification sign at principal entrance	10 square feet	24 square feet
Wall signs	One (1) sign with a maximum of 48 square feet	One (1) sign per building frontage with a size of up to one (1) square foot of sign for each one (1) foot of building frontage where the sign is located.
Freestanding sign	One sign at 24 square feet per face no taller than 12 feet.	One monument sign with a maximum sign of 32 square feet per face and no taller than eight (8) feet.
Temporary signs	Limited to signs permitted in residential districts.	Two (2) signs per zoning lot no larger than 32 square feet each.
Temporary banner	Not permitted	One (1) banner per zoning lot no larger than 200 square feet.
Type of sign	Existing IN-2 sign regulation	Proposed IN-2 sign regulation
Temporary signs	Two (2) signs at 32 square feet each.	Three (3) signs per zoning lot no larger the 32 square feet each.
Temporary banners	Not permitted	Two (2) banners per zoning lot no larger than 400 square feet.

Staff point of contact: Robert Tajan, AICP at 664-4756, Robert.Tajan@norfolk.gov

Attachments:

- Staff Report to CPC dated February 27, 2014 with attachments
- Proponents and Opponents
- Ordinance



City of NORFOLK

To the City Planning Commission
City of Norfolk, Virginia

February 27, 2014

From: Robert J. Tajan, AICP CFM Senior Planner

Subject: Amend section 16-8.7
"Signs permitted in special purpose
districts" of the Zoning Ordinance to
modify the regulations for IN-1
(Institutional) and IN-2 (Institutional
Campus) zoning districts.

Reviewed: Leonard M. Newcomb, III, CFM Land Use
Services Manager

Ward/Superward: Citywide

Approved:

George M. Homewood, AICP, CFM
Acting Planning Director

Item Number:

- I. **Recommendation:** Staff recommends approval, as the revisions will allow signage to be more consistent between zoning districts.
- II. **Applicant:** City Planning Commission
- III. **Description**
This Text Amendment would revise the sign regulations for the Institutional zoning districts to allow for more consistency for permanent signage and to recognize the uniqueness of the districts in regards to temporary signage.
- IV. **Analysis**
Plan Analysis
 - The Identifying Land Use Strategies chapter of *plaNorfolk2030* includes an action calling for the City to coordinate land use planning efforts with institutions to ensure their compatibility with surrounding neighborhoods.
 - While this action primarily addresses the City's large institutions such as universities and medical centers, the City must coordinate planning efforts, through the *Zoning Ordinance*, with smaller institutions as well.
 - The proposed text amendments reflect the efforts of the City to work with its smaller institutional land uses and are consistent with this action.

Zoning Analysis

- IN-1 districts are larger than one (1) acre and contain schools, religious institutions, and public buildings.
- IN-2 districts are 10 acres or more and contain medical office complexes and universities.
- The current sign standards for the IN-1 districts reflect a more limited approach to signage than in Commercial and Industrial districts.
- The current standards in IN-2 districts more closely align with the uniqueness of that district except for temporary signage.

Wall/Freestanding signage

- Due to the lot size requirement for properties zoned IN-1, a wall and freestanding signage regulation that more closely resembles the commercial sign requirements is more appropriate.
 - This will allow for the regulations to be applied more uniformly.
 - Other regulations will be added to address the unique nature of the IN-1 district.
 - The size of wall signage will be calculated in a similar manner as calculated in commercial districts.
 - Walls signs will be limited to one per building frontage and one per entrance.
 - The size of freestanding signage will be the same as permitted in commercial districts.
 - Freestanding signage will be limited to monument style signs with a maximum height of eight (8) feet.
- The existing wall and freestanding signage permitted is not being changed in IN-2.

Temporary signage

- Temporary signs are not permitted within the IN-1 district.
- Temporary signs are proposed to be more proportional to the lot and building sizes of the Institutional districts.
- Additional temporary signs are proposed for the IN-2 districts.

Type of sign	Existing IN-1 sign regulation	Proposed IN-1 sign regulation
Name identification sign at principal entrance	10 square feet	24 square feet
Wall signs	One (1) sign with a maximum of 48 square feet	One (1) sign per building frontage with a size of up to one (1) square foot of sign for each one (1) foot of building frontage where the sign is located.
Freestanding sign	One sign at 24 square feet per face no taller than 12 feet.	One monument sign with a maximum sign of 32 square feet per face and no taller than eight (8) feet.

Type of sign (continued)	Existing IN-1 sign regulation	Proposed IN-1 sign regulation
Temporary signs	Limited to signs permitted in residential districts.	Two (2) signs per zoning lot no larger than 32 square feet each.
Temporary banner	Not permitted	One (1) banner per zoning lot no larger than 200 square feet.

Type of sign	Existing IN-2 sign regulation	Proposed IN-2 sign regulation
Temporary signs	Two (2) signs at 32 square feet each.	Three (3) signs per zoning lot no larger the 32 square feet each.
Temporary banners	Not permitted	Two (2) banners per zoning lot no larger than 400 square feet.

Traffic Analysis

N/A

V. Financial Impact

N/A

VI. Environmental

N/A

VII. Community Outreach/Notification

Legal notification was placed in *The Virginian-Pilot* on February 13 and 20.

VIII. Coordination/Outreach

This request has been coordinated with the Departments of Planning and Community Development and the City Attorney's Office.

Supporting Material from the Department of Planning and Community Development

- Proposed Text

Proponents and Opponents

Proponents

None

Opponents

None

02/21/2014 tsv

Form and Correctness Approved: 

Contents Approved: 

By 
Office of the City Attorney

By 
DEPT.

NORFOLK, VIRGINIA

ORDINANCE No.

AN ORDINANCE TO AMEND SECTION 16-8.7 OF THE ZONING ORDINANCE OF THE CITY OF NORFOLK, 1992, IN ORDER TO INCREASE THE AVAILABILITY FOR SIGNAGE IN THE IN-1 (INSTITUTIONAL) AND IN-2 (INSTITUTIONAL CAMPUS) ZONING DISTRICTS.

- - -

BE IT ORDAINED by the Council of the City of Norfolk:

Section 1:- That Section 16-8.7 of the Zoning Ordinance of the City of Norfolk, 1992 (as amended), entitled "Signs permitted in the special purpose districts," is hereby amended and reordained so as to increase the availability for signage in the IN-1 (Institutional) and IN-2 (Institutional Campus) zoning districts. The portions of the section to be amended and the text of the amended portions shall read as set forth in "Exhibit A," attached hereto.

Section 2:- That this ordinance shall be in effect from the date of its adoption.

ATTACHMENT:
Exhibit A (2 pages)

Exhibit A

16-8.7 *Signs permitted in the special purpose districts.* The following regulations shall apply to those properties located in the IN-1 (institutional), IN-2 (institutional campus), MHP (manufactured home park), GA (general airport) and OSP (open space preservation) districts:

(a) *Temporary signs.*

- (1) In the IN-1 institutional district, no more than three (3) temporary signs shall be permitted on each zoning lot, subject to following maximum size limits for each type of sign:

Number	Sign Type	Size Limit
2	any	32 sq. ft.
1	banner	200 sq. ft.

- (2) In the IN-2 institutional campus district, no more than five (5) temporary signs shall be permitted on each zoning lot, subject to following maximum size limits for each type of sign:

Number	Sign Type	Size Limit
3	any	32 sq. ft.
2	banner	400 sq. ft.

(b) *IN-1 institutional district.*

- (1) *Identification signs.* Name identification signs are permitted on each building subject to a maximum sign face area of 24 square feet each, provided that each sign is mounted flat against the building or an appurtenant structure located at a principal entrance.

- (2) *Freestanding signs.* One monument sign is permitted for each lot subject to a limit of two (2) sign faces, a maximum of 32 square feet of area for each face, and a maximum height of eight (8) feet.
- (3) *Other than freestanding signs.* One wall sign is permitted for each building frontage with a maximum sign area equal to one foot for each foot of building frontage as defined in this chapter, provided that each sign is mounted against the building wall or appurtenant structure.

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